

# Proposed Character Areas:



## Casino Character Area:

- Encourage uses that are compatible with and enhance the casino, retail, entertainment, hospitality, events, lively gathering places, pedestrian connections.
- Limit non-retail uses on ground floor, light industrial, warehousing and uses that don't attract visitors to the area or that detract from visitor experience.



## Entertainment Area:

- Encourage hospitality, entertainment destinations, and uses that attract people to the area, activity areas and connections between uses.
- Limit industrial and warehousing



## Community Mixed Use:

- Encourage uses that serve the region and the Community, retail on east west arterials, and uses that benefit from exposure to the freeway.
- Limit non-retail uses on ground floor along e-w arterials, warehousing and light industrial



## Neighborhood Mixed Use:

- Encourage uses that primarily serve the Community
- Limit the size of retail, office and medical and limit warehousing and light industrial



## Industrial Park:

- Encourage business park, light clean industrial uses.
- Limit waste producers, hazardous materials and sensitive land uses (e.g., schools, church, residential)



## Regional Mixed Use:

- Encourage a wide range of commercial uses, high quality planned commerce and business parks and uses that can benefit from freeway exposure.
- Allow some light industrial within a mix of uses.

